P.O. Box 17008
Denver, CO 80217-0008

2041341184

Presorted
First Class
U.S. Postage
PAID
Northbrook, IL
Permit No. 1393

Mr. Sample A. Sample
1234 Your Street
Yourtown, ST 67890

Special offer inside. Get the gear made for the great wide open.

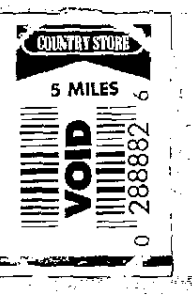
Source: https://www.industrydocuments.ucsf.edu/docs/rxdy0004

MARLBORO COUNTRY STORE

Mr. Sample A. Sample
1234 Your Street
Yourtown, ST 67890

Dear Mr. Sample:

Thanks for taking part in the smoker survey at your convenience store on Month Day. Since you're already a friend of Marlboro, we've got something special to thank you for your time.



Here's a certificate for 25 Bonus Miles you can use for the new Marlboro Country Store. You could get a free Bandana with 'em right now or, better yet, save up the Miles to get any of the gear made for the great wide open.

Take a look inside your Marlboro Country Store Catalog to see all the great gear–everything from Barn Coats to Barbeque Tools to a Bull's Eye Dartboard. And remember that each pack of Marlboro has a Marlboro Country Store UPC Symbol worth 5 Miles.

Come to Marlboro Country.

GET THE GEAR

Mr. Sample A. Sample
1234 Your Street
Yourtown, ST 67890

VOID

MARLBORO COUNTRY STORE

25 BONUS MILES GIFT CERTIFICATE
GOOD TOWARD ANY ITEM IN THE
MARLBORO COUNTRY STORE CATALOG.

2041341185

Source: https://www.industrydocuments.ucsf.edu/docs/rxdy0004

Come to where the flavor is.

67672-B2

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Lights: 100's Men. Box 9 mg "tar," 0.7 mg nicotine; Kings Men. Box 10 mg "tar," 0.7 mg nicotine; Kings & 100's Box 10 mg "tar," 0.8 mg nicotine; 100's Soft 11 mg "tar," 0.8 mg nicotine—Medium: Kings Box 12 mg "tar," 0.8 mg nicotine; Kings Soft 12 mg "tar," 0.9 mg nicotine; 100's 13 mg "tar," 1.0 mg nicotine—Regular: Kings Men. Soft 15 mg "tar," 1.0 mg nicotine; Kings Soft & 100's Box 15 mg "tar," 1.1 mg nicotine; Kings Box & 100's Soft 16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

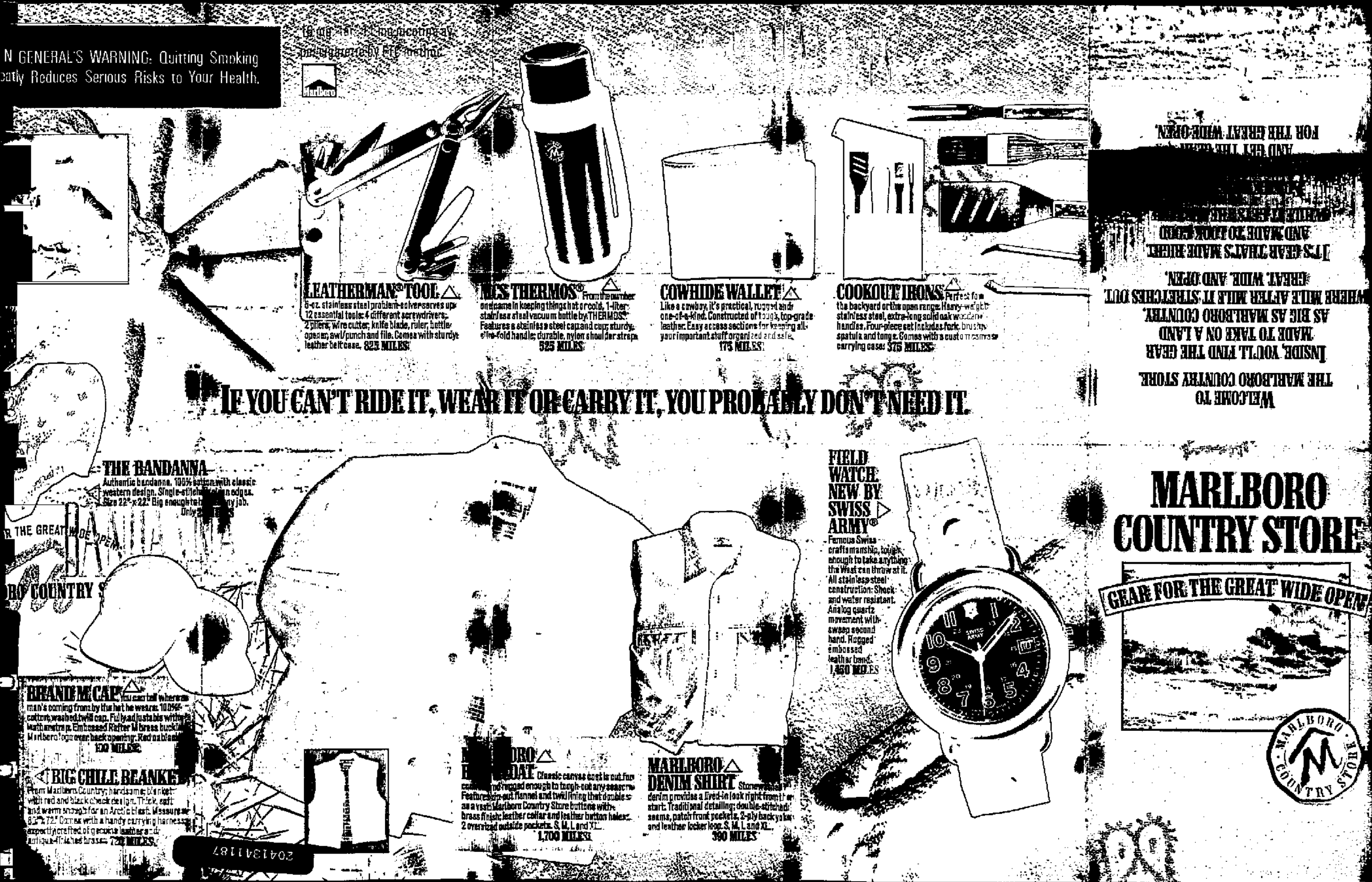
MARLBORO COUNTRY STORE 25 BONUS MILES.

This gear offer is only good in U.S. and is open to smokers 21 years of age or older. Void where prohibited. Marlboro Country Store Miles must be redeemed by 12/31/94. Postage and handling will be required with gear merchandise orders. No copied or reproduced certificates accepted. Only one 25 Bonus Miles Certificate per order allowed.

20413411186

Marlboro

Source: https://www.industrydocuments.ucsf.edu/docs/rxdy0004


N GENERAL'S WARNING: Quitting Smoking
eatly Reduces Serious Risks to Your Health.
LEATHERMAN® TOOL
8-oz. stainless steel problem-solver serves up 12 essential tools: 4 different screwdrivers, 2 pliers, wire cutter, knife blade, ruler, bottle opener, awl/punch and file. Comes with sturdy leather belt case. 825 MILES
THERMOS®
stainless steel vacuum bottle by THERMOS®. Features a stainless steel cap and cup; sturdy, elite-fold handle; durable, nylon shoulder strap. 525 MILES
COWHIDE WALLET
Like a cowboy, it's practical, rugged and one-of-a-kind. Constructed of tough, top-grade leather. Easy access sections for keeping all your important stuff organized and safe. 175 MILES
COOKOUT IRONS
Perfect for the backyard or the open range. Heavy-weight stainless steel, extra-long solid oak wooden handles. Four-piece set includes fork, brush, spatula and tongs. Comes with a custom canvas carrying case. 375 MILES
IF YOU CAN'T RIDE IT, WEAR IT OR CARRY IT, YOU PROBABLY DON'T NEED IT.
THE BANDANNA
Authentic bandanna. 100% cotton with classic western design. Single-stitched edges. Size 22" x 22". Big enough to handle any job.
BRAND M CAP
You can tell where a man's coming from by the hat he wears. 100% cotton, washed twill cap. Fully adjustable with leather strap. Embossed Rafter M brass buckle. Marlboro logo over back opening. Red on black. 100 MILES
BIG CHILL BLANKET
From Marlboro Country, handsome blanket with red and black check design. Thick, soft and warm enough for an Arctic blast. Comes with a handy carrying harness expertly crafted of genuine leather and antique-finished brass. 720 MILES
COAT
Classic canvas coat is cut for comfort and rugged enough to tough-out any season. Features cut flannel and twill lining that doubles as a vest. Marlboro Country Store buttons with brass finish; leather collar and leather button holes; 2 oversized outside pockets. S, M, L and XL. 1,700 MILES
MARLBORO DENIM SHIRT
derim provides a lived-in look right from the start. Traditional detailing; double-stitched seams, patch front pockets, 2-ply back yoke and leather locker loop. S, M, L and XL. 390 MILES
FIELD WATCH. NEW BY SWISS ARMY®
Famous Swiss craftsmanship, tough enough to take anything the West can throw at it. All stainless steel construction. Shock and water resistant. Analog quartz movement with sweep second hand. Rugged embossed leather band. 1,450 MILES
WELCOME TO THE MARLBORO COUNTRY STORE.
INSIDE, YOU'LL FIND THE GEAR MADE TO TAKE ON A LAND AS BIG AS MARLBORO COUNTRY, WHERE MILE AFTER MILE IT STRETCHES OUT, GREAT, WIDE, AND OPEN.
IT'S GEAR THAT'S MADE RIGHT, AND MADE TO LOOK GOOD
FOR THE GREAT WIDE OPEN.
MARLBORO COUNTRY STORE
GEAR FOR THE GREAT WIDE OPEN
MARLBORO COUNTRY STORE
2041341187

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

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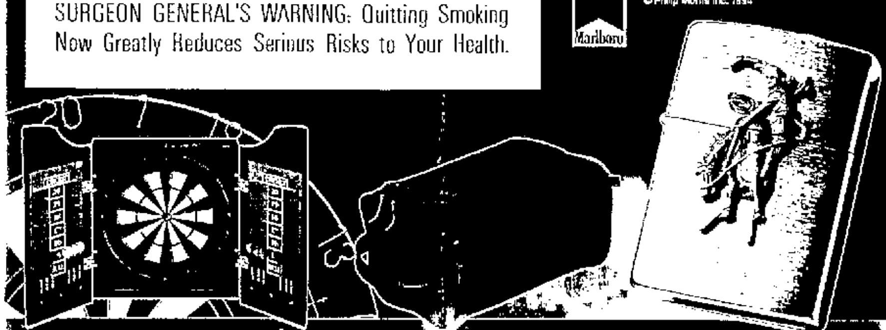
Marlboro

2041341188



BULL'S EYE DARTBOARD △ Get your friends together to shoot a little bull with this championship dartboard set. Made exclusively for Marlboro, it features official 18" board made of the finest English bristle fibers; custom wooden cabinet with a veneer finish and solid pine side-panels. Set also includes 12 English darts, chalk and eraser. **1,450 MILES**

LEATHER SHAVE BAG △ The perfect traveling companion for the open road or range. Tough cowhide case holds all your shaving gear; large main section, separate front and rear compartments. Plaid water-repellent lining. **325 MILES**

MARLBORO BRASS LIGHTER BY ZIPPO® Special edition, solid-brass lighter. Antiqued finish with exclusive Marlboro Country Store engraving. Wind-proof, refillable and guaranteed for life by ZIPPO® **280 MILES**

MARLBORO JEAN JACKET Traditional styling, exceptional detailing. △ Heavy, stonewashed denim with top-grade leather collar. 5-button front. Patch front pockets. Custom plaid lining on the inside yoke. Embossed leather Marlboro Country Store patch on the back yoke. S, M, L and XL. **800 MILES**

BIG RIVER HARP BY HOHNER® How a ▷ cowboy carries a tune. Pocket size, professional 10-hole harmonica with brass reeds and nickel-plated steel covers. Reed design assures a strong, bright tone. Includes travel case. **300 MILES**

MARLBORO GEAR BAG △ Load it up, move it out. Heavy-duty nylon bag is a full 21" long by 15" high. Two-way zip main compartment. Lower boot section allows for extra storage. Side-saddle pouch pocket with leather flap top. Adjustable shoulder strap. Rugged leather handle and ID tag. **610 MILES**

BUNDLE OF T's Special Edition T's as tough and rugged as Marlboro Country. Each with a unique design on the back inspired by the great wide open. 100% heavy-weight cotton in red, blue or black. One size fits all. **SAVE** with a set of 3 T's for **410 MILES** or **150 MILES** each.

INTRODUCING THE MARLBORO POCKET BILLIARD TABLE BY BRUNSWICK®
REGULATION SIZE.
3/4 INCH THICK SLATE.
READY TO BE RESERVED BY YOUR GROUP NOW.
25,000 MILES
(See ... instructions at right.)

SOLD OUT

MARLB...
available f...
Call 1-800-MARL...
to register for the table and requ...

- Orders must be made by a minimum o... must be smokers 21 years of age or old...
- Telephone registrations for the pool ta... first come, first serve basis. Because o... 1,000 pool tables, NO EXCEPTIONS WIL...
- Additional instructions will be included... order form which will be sent to you by...

For more...
1-800-MAR...

GET THE MILES • GET THE GEAR • HERE'S HOW

GET THE MILES.

Collect Marlboro Country Store Miles on specially marked Marlboro packs to get your Marlboro Country Store Gear. Each pack proof is worth 5 Miles. For example, to get the Marlboro Jean Jacket, you'd need 800 Miles, which equals 160 pack proofs. We will honor up to 60 Marlboro Adventure Team UPCs (300 Miles) per order.

GET THE GEAR.

Fill out all information on the order form on opposite page. Orders must be postmarked by December 31, 1994.

Print your name and address clearly. You must include your signature and birth date.

Send your completed order form along with your Marlboro Country Store Miles and check or money order for shipping and handling (payable to Marlboro Country Store) to: Marlboro Country Store
P.O. Box 2689
New York, NY 10116-2689

Do not send cash. Be sure to check with the Post Office so you have the proper postage on your order envelope. Postage may vary. Please use padded envelope.

Limited to smokers 21 years of age or older. Please allow 10-12 weeks for delivery. Not responsible for lost, late, misdirected, mutilated or postage-due mail. No facsimiles accepted. Offer not transferable. [illegible] No more than five of any one item [illegible] per person. Offer void in Kansas [illegible]. Offer void to employees of Philip Morris and its advertising agencies. With the exception of the pool table, no group or organization orders or requests will be honored. We reserve the right to substitute items of equal or greater value. If you have any questions about the program or your order, please call 1-800-MARLBORO (1-800-627-5267). No phone orders accepted.

SHIPPING & HANDLING CHART					
Total # Miles in Your Order	1-250	251-1,000	1,001-1,500	1,501-2,500	2,501 & over
Shipping & Handling Required	$2.00	$3.00	$5.00	$7.00	$10.00

SIZE CHART	S	M	L	XL
CHEST	36-37	38-40	42-45	46-49
SLEEVE LENGTH	29-30	31-32	33-34	35-36

1 MR./MRS./MS. (please print) ______ First ______ Initial ______ Last

ADDRESS ______

ADDRESS ______

CITY ______ STATE ______ ZIP ______

HOME PHONE ______ SOURCE CODE: 078838

2 By participating in this offer and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

Date of Birth (Required) ______ Month ______ Day 19 ______ Year Signature ______ (Required)

Current Brand ______ Previous Brand Smoked ______

GEAR	ITEM #	QTY	X MILES =	TOTAL MILES
MARLBORO BARN COAT S	409		1,700	
MARLBORO BARN COAT M	407		1,700	
MARLBORO BARN COAT L	505		1,700	
MARLBORO BARN COAT XL	513		1,700	
MARLBORO DENIM SHIRT S	208		350	
MARLBORO DENIM SHIRT M	216		350	
MARLBORO DENIM SHIRT L	224		350	
MARLBORO DENIM SHIRT XL	232		350	
THE BANDANNA	019		25	
BUNDLE OF T's (One Size Fits All)	261		410	
RED T-SHIRT (One Size Fits All)	299		150	
BLUE T-SHIRT (One Size Fits All)	307		150	
BLACK T-SHIRT (One Size Fits All)	315		150	
MARLBORO JEAN JACKET S	240		800	
MARLBORO JEAN JACKET M	257		800	
MARLBORO JEAN JACKET L	265		800	
MARLBORO JEAN JACKET XL	273		800	
BRAND M CAP RED	331		100	
BRAND M CAP BLACK	323		100	
COWHIDE WALLET	109		375	
MCS THERMOS®	067		575	
MARLBORO BRASS LIGHTER	042		280	
LEATHERMAN® TOOL	083		625	
LEATHER SHAVE BAG	026		325	
BIG RIVER HARP BY HOHNER®	034		300	
BIG CHILL BLANKET	372		720	
MARLBORO GEAR BAG	430		610	
THE FIELD WATCH BY SWISS ARMY®	091		1,450	
BULL'S EYE DARTBOARD	403		1,450	
COOKOUT IRONS	349		375	

3 Total items ordered ______
Total number of miles submitted ______
SHIPPING & HANDLING (see chart) $ ______

87724-B2

2041341189

16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method. 67672-B2

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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